

In re Application of: Aharon Ronen Mizrahi et al  
 Serial No.: 10/534,136  
 Filed: February 22, 2006  
 Office Action Mailing Date: November 22, 2010

Examiner: Scott L. Jarrett  
 Group Art Unit: 3624  
 Attorney Docket: 35935  
 Confirmation No.: 8484

**In the Claims:**

1. (Currently Amended) A method of conducting a survey session by means of a computerized survey system adapted to communicate with a plurality of respondents by means of respondent stations, the method comprising:

\_\_\_\_\_ ~~providing transmitting~~ a plurality of questions to respondent stations, at least some questions being ~~provided transmitted~~ to a plurality of the respondent stations, ~~wherein at least one of said plurality of questions is an open question; collecting receiving answers and remarks to the said questions from the respondent stations;~~

\_\_\_\_\_ ~~determining a plurality of respondent stations of respondents other than those who generated the received answers and remarks whom are capable of reading at least some of the received answers and remarks during the a portion of time remaining time in the survey session;~~

\_\_\_\_\_ ~~transferring transmitting said at least some of the received answers and remarks to said other respondent stations of respondents other than those who generated the answers, during the survey session;~~

\_\_\_\_\_ ~~collecting receiving from the said other respondent stations responses to the said transferred transmitted answers and remarks, at least some of the responses being qualitative;~~

\_\_\_\_\_ generating a summary report in said computerized survey system which is at least partially based on ~~qualitative responses or answers collected said responses received from the said other respondent stations; and~~

\_\_\_\_\_ adjusting the progression of the survey session ~~by said computerized survey system, responsive to the said generated summary, during the survey session, said adjusting comprises adjusting by generating at least one closed question responsive to said qualitative responses, or answers, wherein said at least one closed question probes a reason for said responses.~~

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2-8. (Canceled)

9. (Currently Amended) A method according to claim 1, wherein at least one of the questions is provided after ~~transferring-transmitting~~ at least some of the answers to respondent stations of respondents other than those who generated the answers.

10-11. (Canceled)

12. (Currently Amended) A method according to claim 1, wherein the respondents are divided by the computerized survey system into sub-groups and wherein ~~transferring-transmitting~~ the answers comprises transferring each answer to respondent stations of respondents in the same sub-group as the respondent generating the answer.

13. (Canceled)

14. (Currently Amended) A method according to claim 1, wherein at least one of the provided questions is generated by the computerized survey system responsive to statistics on the answers ~~collected-received~~ from a plurality of respondent stations.

15. (Previously presented) A method according to claim 14, wherein the at least one question is generated automatically by the computerized survey system.

16. (Currently Amended) A method according to claim 1, wherein ~~transferring-transmitting~~ the answers from the respondent stations comprises

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~~transferring transmitting~~ answers from at least one of the respondent stations to a group of respondent stations which changes during the survey for different answers of the respondents.

17. (Previously presented) A method according to claim 16, wherein the group of respondent station receiving the answers changes at least partially according to the contents of the answers.

18. (Canceled)

19. (Currently Amended) A system for conducting a survey, comprising:  
 a plurality of respondent stations adapted to ~~collect receive answers and remarks~~ from respective respondents;

at least one presentation station adapted to ~~provide transmit~~ questions to the respondent stations for display to the respondents, ~~at least one of said plurality of questions is an open question~~;

a server adapted to ~~provide transmit statements answers and remarks collected received by at least one first respondent station to one or more second respondent stations capable of reading at least some of the received answers and remarks during a portion of time remaining in a survey session, at least one of the collected statements being generated responsive to a statement provided by the server, and to collect receive responses from said one or more second respondent stations responsive to the statements answers and remarks provided transmitted from said at least one first respondent station; and~~

~~a report unit adapted to provide generate a report summarizing qualitative answers or statements said responses provided by the said one or more second respondents to provided transmitted questions,~~

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wherein said at least one presentation station is adapted to adjust the questions provided transmitted to the respondent stations for display responsive to said collected statements and/or responses received from said one or more second respondent stations for probing a reason for said responses.

20-22. (Canceled)

23. (Previously Presented) A system according to claim 19, wherein at least some of the provided questions include closed questions.

24-45. (Canceled)

46. (Currently Amended) A method according to claim 1, wherein providing transmitting a plurality of questions to respondent stations comprises using a question provider adapted to provide transmit a question to a plurality of respondent stations,

and wherein collecting receiving answers from the respondent stations comprises collecting receiving answers using an answer input unit adapted to receive answers from the respondent stations; and

wherein the method further comprises generating wording for at least one question, responsive to the answers received from the respondent stations.

47. (Previously presented) A method according to claim 46, wherein the computerized survey system selects from a plurality of answers given to an open question, several answers to be used in a closed question version of the open question.

48. (Previously presented) A method according to claim 46, wherein the answer input unit receives from the respondent stations respondents ratings of the

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answers, and wherein the computerized survey system uses the ratings in generating the at least one question.

49. (Previously presented) A method according to claim 46, wherein the computerized survey system generates at least one open question.

50. (Previously presented) A method according to claim 49, wherein the computerized survey system generates an open question which asks for the reason of a statistical distribution of answers to one or more questions.

51. (Currently Amended) A method according to claim 46, wherein the question provider ~~provides—transmits~~ at least one question generated by the computerized survey system during a same survey session in which the answers used in generating the question were received.

52. (Withdrawn) A method of conducting a survey, comprising:  
    providing a question to a plurality of respondents;  
    receiving answers from at least some of the respondents; and  
    selecting a delay period suitable for avoiding bias;  
    providing a first respondent with an answer received from at least one second respondent, delayed by the selected delay period relative to the time the answer was received.

53. (Withdrawn) A method according to claim 52, wherein providing the answer received from the at least one second respondent comprises providing the answer from the second respondent only after receiving an answer from the first respondent, although the answer from the second respondent was received before the answer from the first respondent.

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54. (Withdrawn) A method according to claim 52, wherein providing the first respondent with an answer from at least one second respondent comprises providing the first respondent with a plurality of answers.

55. (Withdrawn) A method according to claim 54, wherein providing the first respondent with an answer from at least one second respondent comprises providing the first respondent with fewer than all the answers received from other respondents.

56. (Withdrawn) A method according to claim 54, wherein providing the first respondent with an answer from at least one second respondent comprises providing one or more answers which fit one or more filtering requirements.

57-69. (Canceled)

70. (Currently Amended) A method according to claim 1 wherein said providing transmitting comprises providing transmitting by the computerized survey system, during a survey session, a first question to respondent stations of a first group of a plurality of respondents, over a computer network;

and comprising:

statistically analyzing in said computerized survey system the collected received answers to the first question;

providing transmitting, during the survey session, a second question on the reasons to the statistical distribution of the collected received answers to the first question, to a plurality of respondent stations, over the computer network;

collecting receiving answers from said respondent stations to the second question; and

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~~providing—generating~~ in said computerized survey system a statistical tabulation of the answers to the second question.

71. (Currently Amended) A method according to claim 70, wherein the second question ~~provided—transmitted~~ to the respondent stations comprises an open question.

72. (Currently Amended) A method according to claim 70, wherein the second question ~~provided—transmitted~~ to the respondent stations comprises a request to rate one or more given explanations to the statistics of answers of the first question.

73. (Currently Amended) A method according to claim 1, comprising:  
setting a survey goal in the computerized survey system on the statistics to be achieved by the survey prior to said ~~providing—transmitting~~ a plurality of questions;  
~~transferring—transmitting~~ at least some of the answers to respondent stations of respondents other than those who generated the answers;  
comparing in said computerized survey system a current state of the survey to said survey goal; and  
controlling the ~~providing—transmitting~~ of the questions or the ~~transferring—transmitting~~ of the answers to respondent stations responsive to the comparison.

74. (Currently Amended) A method according to claim 73, wherein controlling the ~~transferring—transmitting~~ of the answers to the respondent stations comprises determining a number of respondents to receive an answer.

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75. (Currently Amended) A method according to claim 73, wherein transmitting transferring at least some of the answers to respondent stations comprises transmitting transferring to fewer than all the respondents.

76-87. (Canceled)

88. (Previously Presented) A method according to claim 1, wherein generating the summary is performed by the computerized survey system in real-time.

89. (Previously Presented) A method according to claim 1, wherein the summary report generated by the computerized survey system comprises a statistical report.

90. (Previously Presented) A method according to claim 1, comprising displaying the generated summary generated by the computerized survey system to a moderator of the survey, during the survey session.

91. (Previously Presented) A method according to claim 1, wherein generating the summary report by the computerized survey system comprises grouping similar answers together and stating for each answer the percentage of respondents providing the answer.

92. (Previously Presented) A method according to claim 1, wherein generating the summary report by the computerized survey system comprises using text mining methods to analyze the answers.

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93. (Previously Presented) A method according to claim 1, wherein generating the summary report by the computerized survey system comprises stating for dominant words and a number of collected answers including the words.

94. (Currently Amended) A method according to claim 1, wherein ~~transferring—transmitting~~ at least some of the answers to respondent stations of respondents other than those who generated the answers comprises ~~transferring—transmitting to respondents—respondent stations selected responsive responses~~ to a provided requirement on the number or profile of the respondents to receive the answers.

95. (Currently Amended) A method according to claim 1, wherein ~~transferring—transmitting~~ at least some of the answers to respondent stations comprises ~~transmitting—transferring~~ at least one answer delayed relative to the time the answer was received.

96. (Previously Presented) A method according to claim 1, wherein adjusting the progression of the survey by the computerized survey system comprises using the summary report to generate or modify one or more of the questions provided to the respondent stations.

97. (Previously Presented) A method according to claim 1, wherein adjusting the progression of the survey session by the computerized survey system comprises changing a preplanned survey plan.

98. (Previously Presented) A method according to claim 97, wherein changing a preplanned survey plan by the computerized survey system comprises skipping at least one question in a question roster of the preplanned survey plan.

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99. (Previously Presented) A method according to claim 97, wherein changing a preplanned survey plan by the computerized survey system comprises adjusting at least one question in a question roster of the preplanned survey plan.

100. (Currently Amended) A system according to claim 19, wherein the at least one presentation station is adapted to adjust the ~~provision-transmitting~~ of questions to the respondent stations responsive to the report from the report unit.

101. (Withdrawn) A method of conducting an interactive survey session, comprising:

providing a plurality of questions to a plurality of respondents, during the session; and

transferring input generated by at least some of the respondents in response to the provided questions to others of the at least some of the plurality of respondents during the session,

wherein the plurality of questions are provided to at least two of the respondents in different orders.

102. (Withdrawn) A method according to claim 101, wherein the orders of providing the questions to the respondents is determined by a survey system and not by the respondents.

103. (Withdrawn) A method according to claim 101, wherein the different orders are predetermined before the survey session.

104. (Withdrawn) A method according to claim 101, wherein the different orders are determined according to a goal of the survey session.

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105. (Withdrawn) A method according to claim 101, wherein the different orders are determined automatically by a server, in a manner which controls bias.

106. (Withdrawn) A method according to claim 101, wherein the different orders are determined automatically responsive to information on the respondents.

107. (Withdrawn) A method according to claim 106, wherein the different orders are determined automatically responsive to profiles of the respondents.

108. (Withdrawn) A method according to claim 106, wherein the different orders are determined automatically responsive to input from the respondents.

109. (withdrawn) A method according to claim 101, wherein the different orders are determined automatically randomly.

110. (Withdrawn) A method according to claim 101, wherein the session lasts less than three hours.

111. (Withdrawn) A method according to claim 101, wherein the respondents are divided into sub-groups and wherein transferring the input comprises transferring the input to respondents in the same sub-group as the respondent generating the input.

112. (Withdrawn) A method according to claim 101, wherein providing the plurality of questions comprises providing visual stimuli for reaction by the respondents.

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113. (Currently Amended) A method according to claim 1, wherein said plurality of respondents from which answers are received by the respondent stations are more than 100 respondents.

114. (Currently Amended) A method according to claim 1, wherein said plurality of respondents from which answers are ~~collected~~received by the respondent stations are more than 1000 respondents.

115. (Previously Presented) A method according to claim 1, wherein the survey session conducted by the computerized survey system comprises a focus group.

116. (New) A method according to claim 1 comprising moderating the survey session wherein said plurality of respondents is greater than 1000 with a single moderator.

117. (New) A method according to claim 1 comprising probing a reason for a popular response with said at least one closed question.

118. (New) A method according to claim 1 comprising probing a reason for an unpopular response with said at least one closed question.

119. (New) A method according to claim 1 comprising transmitting a stimuli to said respondent stations for forcing a biasing of said plurality of respondents, and receiving said stimuli in said answers and remarks from said respondent stations.

120. (New) A method according to claim 1 comprising controlling a pace of the survey session by transmitting said at least some of the received answers and remarks to said other respondent stations substantially concurrently.

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121. (New) A method according to claim 120 wherein concurrently comprises within a same time window.

122. (New) A method according to claim 120 wherein concurrently comprises within a same discussion context.